

1979

# God's Gift Flyer

Herald of Truth

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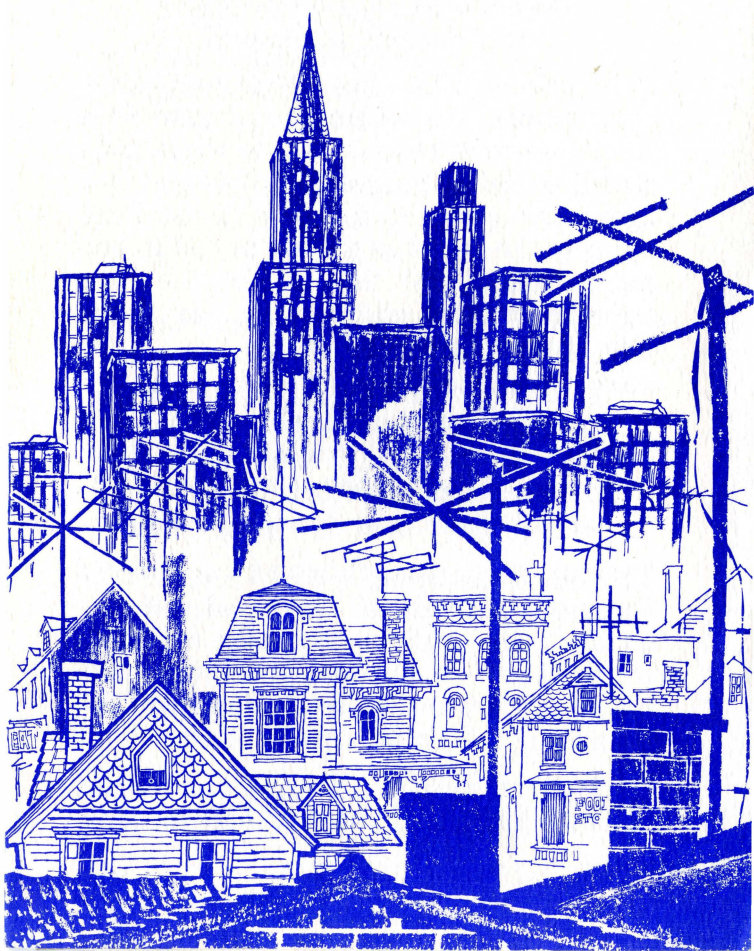
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# God's Gifts...





# put man's best dreams to shame

We know. It happened to us.

In the spring of last year, we had a dream that metropolitan TV stations would grant us thirteen weeks of free time for the Herald of Truth films. It was the best we could hope for. However, many of those stations extended the thirteen weeks to twenty-six — then fifty-two — *and today are still carrying the program!*

**Indeed, God's gifts put man's best dreams to shame!**

It is not surprising that television stations everywhere are willing to donate free public service time to show these outstanding color programs. Station managers are quick to see how these films apply to the moral crisis and unrest in our nation today, and they realize the high technical quality will capture the attention of their audiences.

Last year 77 television stations donated nearly \$800,000 in Herald of Truth broadcast time to carry the gospel to 3,500,000 persons *at no cost* other than film production.

This amazing accomplishment was possible because the Herald of Truth had new, top quality color programs to release regularly to the television stations, satisfying their continual demand for fresh, dynamic programming for public service times.

On September 1, 1967, the last new Herald of Truth film was released to these stations.

The demand by the television industry for the popular Herald of Truth series was so great, we "used up" in approximately one year the film we had expected to carry us for eighteen months. Now because of a lack of funds, there will be no more new films until next year.

And unless we start supplying new and fresh films immediately, we will begin to lose the free time from these stations. They will not accept reruns on a permanent basis at all. These are big stations in large metropolitan areas that reach literally millions of people. Stations in Dallas, Indianapolis, Detroit, Houston, St. Louis, Chicago, and many other cities — stations in areas finally penetrated by Herald of Truth after years of effort by all of us.

**WE MUST MEET THESE PROGRAMMING NEEDS — WE MUST NOT, WE CANNOT, LOSE THE FRUITS OF YEARS OF WORK, PRAYER, AND SUPPORT AFFORDED BY YOU AND COUNTLESS OTHER CHRISTIANS AROUND THE WORLD.**

*And we are so close to being able to meet the programming demands!*

A brand new series of color films, "Faith for Today," is almost ready to deliver to the TV stations to meet the pressing need.

These seventeen full-color, half-hour films are the most provocative, the most direct, New Testament answers to today's moral and social problems offered by any religious

group! Films like "The Virtue of Positiveness," "The Sin of Religious Division," "Who Are the Saved?" "The Establishment of the Church." And the technical and creative quality of these films is such that stations everywhere will be more than willing to run them *free* in public service time, *if the films are available.*

**They are ready . . . almost.**

The 17 films have all been through the eleven steps of planning, writing, shooting and processing. Each master film is now ready to be finally processed so that prints can be made and distributed to the television stations.

But there is no money in this year's budget to pay for these films.

Each of these master films, including all the production that has brought them to this point (which has yet to be paid), costs \$10,743.

The elders for the Highland Church of Christ are asking that the combined congregations of 17 key cities in Texas each underwrite the cost of at least one of these master films. Last year, one congregation alone, in Nashville, Tennessee, paid for *three* masters.

You may select the master film you would like to underwrite from the list in this brochure. This master film will last indefinitely, and prints can be made from it for many years.



Typically, one of the films will be shown each year in a chain of cities like

Birmingham, Alabama;  
Salt Lake City, Utah;  
Anchorage, Alaska;  
Wichita Falls, Texas;  
Tucson, Arizona;  
Memphis, Tennessee;  
Houston, Texas;  
Little Rock, Arkansas;  
Tulsa, Oklahoma;  
Dallas, Texas;  
Los Angeles, California;  
Dayton, Ohio;  
Lubbock, Texas;  
Washington, D. C.;  
San Francisco, California;  
Albany, New York;  
Jacksonville, Florida;  
Albuquerque, New Mexico;  
Atlanta, Georgia;  
Las Vegas, Nevada;  
Chicago, Illinois;  
Billings, Montana;  
New Orleans, Louisiana;  
St. Louis, Missouri;  
Boston, Massachusetts;  
Detroit, Michigan.

In just three years each of the prints from these master films will be viewed by approximately 2,300,000 people. The cost, then, of carrying the gospel to an individual via the Herald of Truth comes to barely one-half cent a person.

These are some of the messages that can be on the air within three weeks; messages that can save some man, some woman, some family, some teen-ager.

- The Establishment of the Church
- Supreme Encounter (Conversion of Saul)
- What Lies Beyond the Grave?
- Goodness Is Not Good Enough (Conversion of Cornelius)
- The Family of God
- Christianity's Insistent Demand (Heartfelt Religion)
- The Power of God's Word
- The Sin of Religious Division
- In a Time of Need (Rightly Dividing the Word of Truth)
- Who are the Saved?
- The Glorious Church
- Highway to Heaven (The One Way)
- Salvation by Grace
- The Virtue of Positiveness
- What Then?
- Man's Greatest Need (Forgiveness)
- While He is Near

**Do we dare to allow so great an opportunity to escape us? How can we?**

**Brethren, the need is now, lest we begin to lose the hundreds of thousands of dollars of free TV time now available to us.**

***Will you help? NOW?***

